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AMENDMENTS TO THE CLAIMS

1. (Currently Amended) ~~In a network, a~~ A method for processing user requests in a network, comprising the steps of:

~~processing~~ selectively ~~receiving a~~ user requests to access information, the selective processing directing a request originating from a user selection of a controlled vocabulary abstract hyperlink to a redirection facility, said controlled vocabulary abstract hyperlink including a semantic value and an URL (Uniform Resource Locator) address of ~~the~~ a hyperlink redirection facility, said semantic value being at least one of a descriptive term and an identifier for the requested information, said hyperlink redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request, said selective processing further directing a user request originating from a user selection of a hyperlink not including an URL of the hyperlink redirection facility directly to a requested resource without first directing the request to the hyperlink redirection facility;

receiving at the redirection facility a communication holding information from the user contemporaneously with or following the receipt of the user request to access information originating from the selection of the controlled vocabulary abstract hyperlink;

identifying, the identification based on the information in the received communication, a user-supplied preference regarding which service provider to use to service the request, said user-supplied preference being identified at the hyperlink redirection facility prior to any communication being sent from the hyperlink redirection facility to the user soliciting said preference; and

directing the request originating from the selection of the controlled vocabulary abstract hyperlink from the redirection facility to a user for forwarding to a service provider for servicing of the request, said request modified based on the user-supplied preference.

2. (Previously Presented) The method of claim 1, wherein the communication holds information about the user.

3. (Previously Presented) The method of claim 1, wherein the communication comprises a cookie.

4. (Previously presented) The method of claim 1, wherein the redirection facility has access to a database holding data regarding preferences of users and wherein the step of identifying the user preference further comprises accessing the database to access the data.

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5. (Currently Amended)The method of claim 1, wherein the method further comprises the steps of:

wherein the service provider fails to fully service the request originating from the selection of the controlled vocabulary abstract hyperlink, identifying a second service provider to use to service the request and directing the request from the redirection facility to the second service provider to service the request.

6. (Currently Amended) In an environment having a redirection facility, a method, comprising the steps of:

processing selectively receiving a user request to access information, the selective processing directing a request originating from a user selection of a hyperlink that includes regarding a reference to the redirection facility and a semantic value associated with thea hyperlink at the to a redirection facility, said semantic value being at least one of a descriptive term and an identifier for the requested information, said selective processing further directing a user request originating from a user selection of a hyperlink not including a reference to the hyperlink redirection facility directly to a requested resource without first directing the request to the hyperlink redirection facility;

receiving at the redirection facility a communication holding information from the user contemporaneously with or following the receipt of the user request to access information originating from the user selection of the hyperlink including the reference to the redirection facility;

identifying, the identification based on the information in the received communication, a user-supplied preference regarding which service provider to use to service the request, said user-supplied preference being identified at the redirection facility prior to any communication being sent from the redirection facility to the user soliciting said preference;

directing the request originating from the user selection of the hyperlink including the reference to the redirection facility from the redirection facility to the user for forwarding to a service provider for servicing of the request, said request modified based on the user-supplied preference;

identifying a second service provider to use to service the request originating from the user selection of the hyperlink including the reference to the redirection facility and directing the request from the redirection facility to the user to for forwarding to the second service provider for servicing of the request when the service provider fails to fully service the request, and

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       identifying the service provider that failed to fully service the request at the redirection facility before the direction of the request to the user for forwarding to the second service provider.

7. (Canceled)

8. (Canceled)

9. (Currently Amended) ~~In an electronic device, a~~A method for processing user requests, comprising the steps of·

       processing selectively user requests to access information, the selective processing resolving ~~receiving a user-supplied information regarding a user and link information regarding~~ a request generated by a user selection of a controlled vocabulary abstract hyperlink by directing the request to a hyperlink redirection facility, the request including link information associated with the link, ~~to be resolved to a resource in response to the user-selecting the hyperlink~~, the hyperlink redirection facility receiving user-supplied information ~~received with a hyperlink redirection facility~~ regarding a user contemporaneously with or following the receipt of the link information, said link information including a semantic value and an URL (Uniform Resource Locator) address of said hyperlink redirection facility, said semantic value being at least one of a descriptive term and an identifier for the resource, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request, said selective processing further directing a user request originating from a user selection of a hyperlink not including an URL address of the hyperlink redirection facility directly to a requested resource without first directing the request to the hyperlink redirection facility;

       identifying a resolution service to employ to resolve the controlled vocabulary abstract hyperlink based on the user-supplied information, said user-supplied information being received at the hyperlink redirection facility prior to any communication being sent from the hyperlink redirection facility to the user soliciting said information; and

       forwarding at least some of the link information via said requesting user to the identified resolution service for resolution of the controlled vocabulary abstract hyperlink.

10. (Original) The method of claim 9, wherein the step of receiving user information comprises receiving a cookie.

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11. (Currently Amended) The method of claim 9, wherein the step of identifying the resolution service for resolving the request generated by the selection of the controlled vocabulary abstract hyperlink comprises accessing data regarding services available to the user and identifying the resolution service based on services available to the user.

12. (Original) The method of claim 9, wherein the electronic device is a computer system.

13. (Currently Amended) The method of claim 9, wherein the step of identifying a resolution service for resolving the request generated by the user selection of the controlled vocabulary abstract hyperlink comprises soliciting input from the user.

14. (Canceled)

15. (Original) The method of claim 13, wherein the soliciting includes soliciting for identification of subscription services to which the user subscribes.

16. (Currently Amended) The method of claim 9, wherein the method further comprises the steps of:

   where the resolution service fails to return content to the user, identifying a second resolution service to employ to resolve the controlled vocabulary abstract hyperlink and forwarding at least some of the link information to the second resolution service for resolution of the hyperlink.

17. (Currently Amended) ~~In an electronic device, a~~A method for processing user requests, comprising the steps of:

  ~~receiving~~processing selectively user requests to access information, the selective processing resolving a request generated by a user selection of ~~user-supplied information regarding a user and link information regarding~~ a controlled vocabulary abstract hyperlink ~~to be resolved to a resource in response to the user selecting the hyperlink,~~by directing the request to a hyperlink redirection facility, the request including link information associated with the link including an URL address of the hyperlink redirection facility, the hyperlink redirection facility receiving ~~said~~user-supplied information regarding a user ~~being received~~contemporaneously with or following the receipt of the link information and prior to any communication being sent to the user soliciting said information, said selective processing further directing a user request originating from a user selection of a hyperlink not including an URL address of the hyperlink

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redirection facility directly to a requested resource without first directing the request to the
hyperlink redirection facility.

 identifying a resolution service to employ to resolve the controlled vocabulary abstract
hyperlink based on the user-supplied information;

 forwarding at least some of the link information via the user to the identified resolution
service for resolution of the controlled vocabulary abstract hyperlink.

 identifying a second resolution service to employ to resolve the controlled vocabulary
abstract hyperlink based on the user-supplied information and forwarding at least some of the
link information via the user to the second resolution service for resolution of the hyperlink
where the resolution service fails to return content to the user, and

 identifying the a resolution service that failed to return content to the user in response to
the request generated by the user selecting the controlled vocabulary abstract hyperlink, the
identifying of the failure taking place before the forwarding step of the link information via the
user.

18. (Currently Amended) The method of claim 9 17, wherein said resource includes content
which is divisible into genres and wherein the controlled vocabulary abstract hyperlink contains
information regarding to which of the genres the hyperlink is to be resolved.

19. (Currently Amended) In a network, a A medium holding computer-executables steps
instructions for a method processing user requests, said method comprising the steps of the
instructions comprising:

 instructions for processing selectively receiving a user request to access information, the
selective processing directing a request originating from a user selection of a controlled
vocabulary abstract hyperlink to a hyperlink redirection facility, said controlled vocabulary
abstract hyperlink including a semantic value and an URL (Uniform Resource Locator) address
of the a hyperlink redirection server, said semantic value being at least one of a descriptive term
and an identifier for the requested information, said hyperlink redirection server being an
intermediary performing redirection of said request and having more than one possible target
profile for each request, said selective processing further directing a user request originating
from a user selection of a hyperlink not including an URL of the hyperlink redirection facility
directly to a requested resource without first directing the request to the hyperlink redirection
facility;

 instructions for receiving at the redirection facility a communication holding information
from the user contemporaneously with or following the receipt of the user request to access
information originating from the selection for the controlled vocabulary abstract hyperlink;

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instructions for identifying, the identification based on the information in the received communication, a_user-supplied preference regarding which service provider to use to_service the request, said user-supplied preference being identified at the hyperlink redirection server prior to any communication being sent from the hyperlink redirection server to the user soliciting said preference; and

instructions for directing the request originating from the selection of controlled vocabulary abstract hyperlink,from the redirection server via the user to a service provider for servicing the request based on the user-supplied preference.

20. (Currently Amended) The medium of claim 19, wherein the ~~method~~ instructions further comprise instructions for ~~s the steps of~~ receiving a communication holding information about the user and using this information to identify the user preference.

21. (Original) The medium of claim 20, wherein the communication comprises a cookie.

22. (Currently Amended) ~~In a network, a~~ A medium holding computer-executable ~~steps for a method, said method comprising the steps of~~ instructions for processing user requests, the instructions comprising:

instructions for ~~receiving~~ processing selectively user requests to access information, the selective processing ~~resolving a request generated by a user selection of~~ ~~user-supplied information regarding a user and link information regarding~~ a controlled vocabulary abstract hyperlink by directing the request to a hyperlink redirection facility, the request including link information associated with the link including an URL address of the hyperlink redirection facility, the hyperlink redirection facility receiving ~~to be resolved to a resource in response to the user selecting the hyperlink,~~ said-user-supplied information regarding a user ~~received with a hyperlink redirection facility~~ contemporaneously with or following the receipt of the link information and prior to any communication being sent from the hyperlink redirection facility to the user soliciting said information, said link information including a semantic value and an URL (Uniform Resource Locator) address of said hyperlink redirection facility, said semantic value being at least one of a descriptive term and an identifier for the resource, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request, said selective processing further directing a user request originating from a user selection of a hyperlink not including an URL address of the hyperlink redirection facility directly to a requested resource without first directing the request to the hyperlink redirection facility;

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instructions for identifying a resolution service to employ to resolve the controlled vocabulary abstract hyperlink based on the user information; and

instructions for forwarding at least some of the link information associated with the controlled vocabulary abstract hyperlink to the user for forwarding to the identified resolution service for resolution of the controlled vocabulary abstract hyperlink.

23. (Currently Amended) The medium of claim 22, wherein ~~the step of~~ instructions further comprise instructions for receiving user information comprises receiving a cookie.

24. (Currently Amended) The medium of claim 22, wherein the ~~step of~~ instructions further comprise identifying the resolution service for the request generated in response to the user selecting the controlled vocabulary abstract hyperlink comprises accessing data regarding services available to the user and identifying the resolution service based on services available to the user.

25. (Canceled)

26. (Canceled)

27. (Currently Amended) In an environment having a redirection facility for redirecting a selected request from a requestor for a given resource to a service provider, a method of advertising, comprising.

processing selectively a ~~receiving the selected~~ user request to access a resource, the selective processing directing a selected request originating from a user selection of a controlled vocabulary abstract hyperlink that includes a reference to the redirection facility, the controlled vocabulary abstract hyperlink including ~~at the redirection facility, said request being a user~~ ~~request to access information regarding~~ a semantic value ~~associated with a hyperlink~~, said semantic value being at least one of a descriptive term and an identifier for the resource, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile having information used to resolve each request, said selective processing further directing a user request originating from a user selection of a hyperlink not including a reference to the redirection facility directly to a requested resource without first directing the request to the redirection facility,

receiving ~~at the redirection facility,~~ contemporaneously with or following the receipt of the selected request, a communication from the user containing a user-supplied preference for a service provider to service the request;

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    modifying said selected request based upon a user-supplied preference, said user-supplied preference being identified at the redirection facility prior to any communication being sent from the redirection facility to the user soliciting said preference;

    examining a criterion at the redirection facility;

    determining whether to present an advertisement to the requestor based on the examined criterion; and

    directing the modified selected request from the redirection facility to said user for forwarding to a service provider for servicing of the request.

28. (Original) The method of claim 27, wherein the requestor is a user of a computer system.

29. (Original) The method of claim 27, wherein the method further comprises the step of presenting an advertisement to the requestor.

30. (Original) The method of claim 29, wherein the step of presenting an advertisement comprises sending video content over a network from the redirection facility.

31. (Original) The method of claim 30, wherein the step of sending video content comprises sending a web page with an advertisement from the redirection facility to the requestor.

32. (Original) The method of claim 27, wherein the criterion is a random criterion so that the determining is based on a random event.

33. (Original) The method of claim 27, wherein the criterion is when the requestor last received a previous advertisement from the redirection facility.

34. (Original) The method of claim 27, wherein the criterion is how many requests for resources from the requestor have been received at the redirection facility.

35. (Previously Presented) The method of claim 1 wherein said semantic value is an ISSN number (International Standard Serial Number).

36. (Previously Presented) The method of claim 9 wherein said semantic value is an ISSN number (International Standard Serial Number).

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37. (Previously Presented) The medium of claim 19 wherein said semantic value is an ISSN number (International Standard Serial Number).

38. (Previously Presented) The medium of claim 22 wherein said semantic value is an ISSN number (International Standard Serial Number).

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